



**Sioux Falls Convention & Visitors Bureau
 BID Board of Directors
 Minutes**

June 15, 2016

Sioux Falls Convention & Visitors Bureau Board Room

Presiding:	Thea Miller Ryan	
Voting Members Present:	Scott Garrett Jean Hoelsing Randy Huber	Tom Morris Char Roth Steve Westra
Voting Members Absent:	Shailesh Patel Mark Wahlstrom	
Non-Voting Members Present:	Teri Schmidt	
Non-Voting Members Absent:	Rex Rolfig Tracy Turbak	
Others Present:	Kenny Anderson, Jr. Matt Brunick Jim Clark Mary Kolsrud Sara McMahan	Krista Orsack Kathie Puthoff Kim Sutton Steve Sutton

Chair Thea Miller Ryan called the meeting to order.

Approval of Agenda

Char Roth moved to approve the regular agenda. Second by Steve Westra. Unanimous approval.

Approval of Minutes

Steve Westra motioned to approve the March 30, 2016 minutes. Second by Jean Hoelsing. Unanimous approval.

A copy of today's agenda and meeting enclosures are provided on the back counter.

Financial Report

Teri reviewed the updated BID Tax collections report noting that YTD collections are running at a good pace.

Teri reviewed the 5/31/16 BID financial statement stating that this May report is not totally complete as the credit card expenses are not yet logged and they will reflect thousands of dollars spent due to staff travel and other activities. BID Revenue for the month is showing zero as we have not yet received the revenue from the City for the month. Teri reviewed expenses by line item and noted that we should come out close to budget providing summer revenue comes in as expected. Steve Westra motioned to approve the financial report. Second by Tom Morris. Unanimous approval.

Election of Officers

Thea Miller Ryan opened the floor for nominations. Scott Garrett motioned to keep the existing officers for another year. Second by Jean Hoelsing. Unanimous approval.

2017 Meeting Dates

Thea reviewed the 2017 meeting dates.

Funding Requests

Teri noted that beginning September 1, 2016 the Funding Request due dates will be effective, per the BID boards direction.

Teri distributed and reviewed four BID Funding Requests being presented today for consideration and noted that there is \$13,050 remaining in this year's budget for sponsorships. (through October 1, 2016)

BID FUNDING REQUESTS

1. Stockyards Plaza Inc. dba Stockyards Ag Experience
 - Dates: August 31, 2016 – 115 days
 - 460 room nights
 - Request: \$1000
 - New attraction
 - Randy Huber motioned to deny funding for the Stockyards Ag Experience. Second by Steve Westra. Vote: 6 Yes to deny, 1 No to deny. Motion passed.

2. Sutton Rodeo, Inc.
 - Dates: September 16-17, 2016
 - 1051 rooms per night
 - Request: \$15,000
 - New business
 - Steve Westra motioned to approve \$13,000 in funding for the Sutton Rodeo for the 2016 event. Second by Tom Morris. Unanimous approval.

3. Susan G. Komen SD Race for the Cure
 - Dates: September 25, 2016
 - 15+ rooms
 - Request: \$5000
 - Repeat business
 - Steve Westra motioned to deny funding for the Komen Race for the Cure. Second by Jean Hoelsing. Unanimous approval to deny.

4. SculptureWalk, Inc. – South Dakota Sculpture Trail
 - Daily 2017
 - Unknown room nights
 - Request: \$10,000
 - New attraction
 - Steve Westra motioned to approve \$5000 for South Dakota Sculpture Trail from the 2017 BID Budget and \$5000 from the 2018 BID Budget. Second by Randy Huber. Vote: 6 yes and 1 abstained. Motion passed. (Thea Miller Ryan noted that she is on the Board of Directors for SculptureWalk so will be abstaining from the vote on this request.)

2016 – 2017 Budget

Teri Schmidt reported that the CVB staff held a full day planning session to develop ideas for the coming

year's budget. The budget is due to the City on July 29. Discussion followed with Scott Garrett proposing \$150,000 overall as a starting point in those categories for writing the budget. The Board agreed.

BID Activity

Teri Schmidt shared thank you letters from the Mary Jo Wegner Arboretum and the W.H. Lyon Fairgrounds for funding invested from the BID. Board members were surprised to learn these are the only 2 written thank you letters that have ever been received from funding recipients.

Board Members agreed to forgo additional BID Activity reporting this month due to time.

Krista Orsack distributed the marketing report and gave a brief overview.

Teri distributed an industry handout.

New Business

There was no new business.

Announcements

Teri reminded that the Great Race will take place June 24th.

Krista announced the CVB would be participating in a Surprise and Delight promotion on June 16 at participating breweries. The CVB will be distributing free t-shirts while the breweries are offering select \$2 craft brews.

Adjournment

Char Roth motioned to adjourn the meeting. Second by Steve Westra. Unanimous.

Respectfully submitted:

_____ Kathie Puthoff
Name

_____ June 15, 2016
Date